



## College Bound Scholarship Phone Campaign

A phone campaign has proven to be a successful way to enroll eligible students and families. Personal contact with families builds trust and helps them understand the program better. It usually takes one hour to make 40 calls. Listed below are steps to consider when implementing a phone campaign.

✓	To Do:	Who	When
	Assemble a team to assist you.		
	Request a list of students who have already signed up for College Bound from the Higher Education Coordinating Board (HECB). Send an email to <a href="mailto:collegebound@hecb.wa.gov">collegebound@hecb.wa.gov</a> to request the list.		
	Download the <a href="#">Disclosure of Free and Reduced Price Information Agreement</a> to authorize you to access the list of eligible students. ( <a href="http://www.hecb.wa.gov/collegebound">www.hecb.wa.gov/collegebound</a> click on <i>School Personnel</i> and go to <i>Resources</i> )		
	Request a list of students currently eligible for free/reduced price lunch from your "list-keeper" by providing the disclosure form and explaining how the information will be used for your College Bound enrollment efforts. Your list-keeper may be a counselor, principal, superintendent or a nutrition director at the district office.		
	Crosscheck both lists to determine which students have yet to enroll.		
	Customize the sample phone script below.		
	Set up a time and place where students/families can pick up an extra application if they are not able to apply online.		
	Call students/families.		
	Collect applications, verify they are complete, and request your College Bound Counselor pick them up send them certified mail to the HECB: • College Bound Scholarship • PO Box 43430 • Olympia, WA 98504-3430.		
	Crosscheck both lists to determine which students have yet to enroll.		
	Decide what strategies you will use next to reach remaining students.		



## College Bound Scholarship Phone Campaign

### A few things to consider:

- **Personal calls** can double enrollment.
- The **social security number** will be protected and secure and the scholarship cannot be disbursed without it.

### Who can help?

Contact a College Bound Counselor in your ESD to help you organize a phone campaign.

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<u>ESD 112</u> : Lucy Nichols	360.521.3854	<a href="mailto:lnichols@collegesuccessfoundation.org">lnichols@collegesuccessfoundation.org</a>
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The College Bound Scholarship is a state-funded financial aid program administered by the Higher Education Coordinating Board (HECB). Students may apply online at [www.hecb.wa.gov/collegebound](http://www.hecb.wa.gov/collegebound). The HECB provides schools with numbers and names of students who have applied, and with free promotional materials. Please contact the HECB at [collegebound@hecb.wa.gov](mailto:collegebound@hecb.wa.gov) or 1-888-535-0747 for questions regarding program administration, funding, student eligibility, etc.

## PHONE SCRIPT

Greetings from XXXXXXXX-

This is an important announcement about a mailing you will receive or may have received (this week, next week.....fill in the blank). Your middle school child may be eligible for a state scholarship program called College Bound that provides up to 4 years of college tuition, and \$500 for books each year. If you are eligible, please fill out the College Bound application included in the mailing and return it to (fill in the blank) as soon as possible. The deadline to sign up is June 30<sup>th</sup> and your child must sign up while in middle school. Thank you for reviewing the program. If you have questions, please call school counselor, (name) at XXX-XXXX (number).